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Date: August 16, 2004

Pages: 4 (including cover)

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From: Thomas L. Ewing

Fax: 415.962.5364

Phone: 415.962.5110

Re: U.S. Application No. 09/767,793

Title: METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED CONTENT DELIVERY  
Attorney Docket No. 5214P015

cc:

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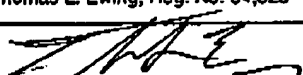
PTO/SB/21 (02-04)

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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/787,793	
	Filing Date	January 23, 2001	
	First Named Inventor	Tim Caruthers	
	Art Unit	3622	
	Examiner Name	John L. Young	
Total Number of Pages in This Submission	9	Attorney Docket Number	5214P015

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Signature		
Date	August , 2004	

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Typed or printed name	Thomas L. Ewing, Reg. No. 34,328		
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PTO/SB/82 (09-03)

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Application Number	09/787,793
Filing Date	January 23, 2001
First Named Inventor	Tim Caruthers
Art Unit	3622
Examiner Name	John L. Young
Attorney Docket Number	5214P015

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I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint the practitioners associated with the Customer Number: 44367
☒ Please change the correspondence address for the above-identified application to:

☒ The address associated with  
Customer Number:
44367

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I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)
**SIGNATURE of Applicant or Assignee of Record**

Name Thomas L. Ewing, Vice President

Signature 

Date

8/16-04

Telephone

(415) 962-5110

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ Total of one forms are submitted.

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PTO/SB/96 (05-04)

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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Tim CarruthersApplication No./Patent No.: 09/767,793 Filed/Issue Date: January 23, 2001Entitled: METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED CONTENT DELIVERYOpenTV, Inc., a Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 014835, Frame 0974, or for which a copy thereof is attached.

**OR**

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:


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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

August 16, 2004  
Date  
(415) 982-5110  
Telephone number

Thomas L. Ewing  
Typed or printed name  
  
Signature  
Vice President  
Title

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